

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Kazuhiro ISHIDA  
Title: ADVERTISEMENT SYSTEM  
AND ADVERTISEMENT  
DISPLAY METHOD  
Appl. No.: 10/077,765  
Filing Date: 2/20/2002  
Examiner: Alvarez, Raquel  
Art Unit: 3688  
Confirmation 3462  
Number:

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 CFR §1.56**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56.

A copy of each non-U.S. patent document and each non-patent document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

**TIMING OF THE DISCLOSURE**

The listed documents are being submitted in compliance with 37 CFR §1.97(c), before the mailing date of either a final action under 37 CFR §1.113, a notice of allowance under 37 CFR §1.311, or an action that otherwise closes prosecution in the application.

**STATEMENT**

The undersigned hereby states in accordance with 37 CFR §1.97(e)(1) that each item of information contained in this supplemental information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three (3) months prior to filing of this Statement.

**RELEVANCE OF EACH DOCUMENT**

An English translation of the foreign-language documents is not readily available. However, the absence of such translation does not relieve the PTO from its duty to consider the submitted foreign language documents (37 CFR §1.98 and MPEP §609).

Applicant respectfully requests that each listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

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The Examiner in the corresponding Japanese patent application has commented as follows:

Partial translation of Japanese Office Action mailed (05/26/09)  
(2008-295660)

Among data distribution art, technology to display advertisement information after receiving information sent constantly from wireless mobile is commonly known technology as shown in below reference 2 (page 4 line 16 to page 5 line 3), reference 3 (J-Sky Station description in page 117-118) before this application. Technology to limit terminal state during displaying advertisement information is also commonly known technology in the art as shown in below

reference 1 (claim 1, paragraph [0005], [0020], [0022], [0026] Figure 2(B)), reference 2 (claim 2, paragraph [0075]-[0082], Figure 11), reference 3 (claim 1,5, paragraph [0026], [0064]-[0067], Figure 21 and 22).

Reference list

1. JP 2000-307626
2. JP 2000-315958
3. JP H8-102976

Although Applicant believes that no fee is required, the Commissioner is hereby authorized to charge any additional fees which may be due to Deposit Account No. 19-0741.

Respectfully submitted,

Date July 21, 2009

By Justin M. Sobaje

FOLEY & LARDNER LLP  
Customer Number: 22428  
Telephone: (213) 972-4596  
Facsimile: (213) 486-0065

Justin M. Sobaje  
Attorney for Applicant  
Registration No. 56,252